

**CLAIMS**

1. A method of targeting promotions to an individual associated with a vehicle, where the vehicle includes an on-board system including vehicle sensors from which a maintenance event can be detected, said  
5 method comprising:

- detecting a vehicle maintenance event, including  
digitally interrogating the on-board system of the vehicle,  
detecting when the vehicle maintenance condition meets predetermined maintenance criteria, and  
transmitting wirelessly to a remote computer an identification that the particular vehicle has met the predetermined maintenance criteria;  
15 generating a promotion associated with the vehicle maintenance event;  
providing the promotion to the individual associated with the particular vehicle,  
including  
20 using an association between the individual and the particular vehicle to associate the vehicle maintenance event with the individual, and  
25 sending the promotion to the individual.

2. A method according to claim 1, wherein:

interrogating the on-board system includes providing a vehicle having an on-board digital system having instructions stored therein operative to cause the digital system to unsolicitedly detect occurrence of the maintenance event; and

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said instructions further cause the on-board digital system and a wireless transmitter associated with the vehicle to unsolicitedly contact the remote computer and send the identification to the computer.

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3. A method according to claim 1, wherein generating a promotion includes:

obtaining service discount coupon permissions for a plurality of service providers, across multiple geographies;

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filtering the service providers based on type of vehicle maintenance service and geographic vicinity to the individual; and

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generating and transmitting at least one coupon to an address associated with the individual in response to the filtering.

4. A method according to claim 1, wherein generating a promotion includes:

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generating a discount coupon for a product that is complimentary to the vehicle maintenance event;

transmitting the coupon to an address associated with the individual.

5. A method according to claim 1, wherein generating a promotion includes:

generating a discount coupon for a service that is complimentary to a service for the vehicle maintenance event;

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transmitting the coupon to an address associated with the individual.

6. A method according to claim 1, wherein:

transmitting to a remote computer includes transmitting the identification to a delegatee of a vehicle manufacturer or dealer;

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generating a promotion includes use of the identification by the delegatee to generate a notification that a particular vehicle maintenance event has been reached, and mailing that notification to the individual pursuant to a vehicle sales promotion.

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7. A method according to claim 1, wherein:

the vehicle has an on-board computer system and a vehicle user display screen; and

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sending the promotion to the individual includes sending an electronic message to the on-board computer system for the vehicle which causes the computer system to visually display the promotion for the user.

8. A method according to claim 1, wherein:

using an association includes storing contact information for the individual, including an email address associated with the individual;

5 sending the promotion to the individual includes sending an electronic message to the user's email address.

9. A method according to claim 1, wherein generating a promotion includes:

generating a discount coupon for a product that is complimentary to a service for the vehicle maintenance event;

5 transmitting the coupon to an address associated with the individual.

10. A method according to claim 1, wherein using an association includes:

collecting, at the time of vehicle purchase, a contact address for a vehicle purchaser, and 5 storing the contact address in an electronic database.

11. A method according to claim 1, wherein using the association includes:

storing a vehicle identification number on-board the vehicle;

5 upon detection of a maintenance event, transmitting the vehicle identification number together with the identification sent to the remote computer; and

associating contact information for the individual with a particular maintenance event using the vehicle identification number.

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